

# Advertising in the Official 2012 IDAHO Travel Guide

Advertising in the 2012 Idaho State Travel Guide will promote your business to highly-qualified audiences who have interest in traveling to Idaho. This includes families and vacationers from across the US, business and international travelers, as well as in-state residents from Bonners Ferry to Bear Lake.



The Idaho State Travel Guide is the definitive planning resource for all travelers to the state and is supported by \$1.3 million in advertising by the Idaho Division of Tourism Development. The Guide provides statewide and regional information, full-color photography, detailed maps and comprehensive lodging and attraction listings.

The 2012 edition will include updated messaging and photography throughout and the consumer ordering process has been streamlined to improve efficiency. The Guide will also include an expanded Digital Guide at [www.visitidaho.org/publications](http://www.visitidaho.org/publications), complete with interactive virtual tours, live links to each advertiser and other promotional elements including video.

As a way to stimulate travel to and throughout the state, Idaho Tourism will aggressively promote the Guide via robust advertising plans, coordinated marketing efforts and online programs including social media and Google keyword advertising. Taken together, these efforts are designed to entice prospective travelers to come to Idaho and enjoy our beautiful state.

## 1. *The Guide targets qualified readers through multiple touchpoints.*

The Guide reaches potential travelers who have requested it by calling 1-800-VISIT-ID, ordered it through [www.VisitIdaho.org](http://www.VisitIdaho.org) or picked it up at destinations statewide.

## 2. *Distributed nationally, internationally and online.*

Distribution of the Guide is primarily in the US; however international fulfillment occurs on a monthly basis. The Guide is traditionally marketed to the 11 western states and the Digital Guide is available 24/7 for instant downloading, printing and sharing with friends and family.

## 3. *Supported by a \$1.3 million advertising campaign.*

All Idaho Tourism marketing, including print, online, Google search and e-newsletter campaigns, invite people to order a free Guide. [VisitIdaho.org](http://VisitIdaho.org) will be further improved to cross-promote the Guide for additional awareness and exposure.

## 4. *Flexible, affordable ad rates.*

2012 advertising rates include premium, display and in-column ad units at a variety of price points.

The Travel Guide is promoted across [www.visitidaho.org](http://www.visitidaho.org). The digital Guide is an exact replica of the print Guide, and provides several enhanced interactive features.



For more information please contact:  
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[visitidaho.org](http://visitidaho.org)

**IDAHO**

Adventures in Living.



# Idaho Travel Guide Advertising Rates

## RATES:

**Display and Premium** advertisements are multi-column ads located in the regional City Information and winter pages of the Travel Guide, with the exception of the guided outdoor section.

Premium Ads	Size	Rate
Inside Front Cover	8 3/8" x 10 7/8" (Bleed: 8 7/8" x 11 3/8")	\$9,965
Inside First Page	8 3/8" x 10 7/8" (Bleed: 8 7/8" x 11 3/8")	\$9,965
Inside Back/Map Cover	7 7/8" x 10 7/8" (Bleed: 8 5/8" x 11 3/8")	\$9,965
Back Cover Ad	8 1/8" x 6 5/8" (Bleed: 8 5/8" x 7 1/8")	\$10,970
Display Ads	Size	Rate
1/3 page	4 3/4" x 4 3/4"	\$2,600
1/2 page	7 1/4" x 4 3/4"	\$3,785
2/3 page	4 3/4" x 9 1/2"	\$4,660
Full page	7 1/4" x 9 1/2"	\$6,515
Full page bleed	8 3/8" x 10 7/8" (Bleed: 8 7/8" x 11 3/8")	\$6,515



**In-column** advertising is the most effective, low-cost method to promote your business in the Idaho Travel Guide. In-column ads can be purchased in four different sizes, and are placed in the guide's regional accommodation listings, relative to where your business is located.

There are two different options when placing an in-column ad in the travel guide. You may choose to design and submit your own artwork, or you can choose to place a directory style ad. The directory style ad allows you to submit materials and have your ad produced by the travel guide designer. This gives you the opportunity to participate in the travel guide without having to pay any additional ad design costs.

Directory Style Option	Size	Rate
One photo or logo, 10 words	1 col. x 1"	\$205
One photo, logo, 20 words	1 col. x 2"	\$335
One photo, logo, 30 words	1 col. x 3"	\$397
Two photos, logo, 40 words	1 col. x 4"	\$458
Note: 1 column = 2 5/16"		

## DEADLINES & SPECIFICATIONS:

**Space Deadline: September 15, 2011 | Materials Deadline: October 1, 2011** (pay in full by Oct 1 and receive a 3% discount)

• **Accepted Data Format:** PDF/X-1a (preferred), Flattened High Res TIFF, JPEG or EPS

All files must be Process/CMYK (no spot colors or RGB)

• **Supported Media:** E-mail, CD/DVD, FTP upload, online file sharing

• **Media Labeling/Information:** Ad Name, Client Name, Agency Contact and List of Contents

• **Proofs:** Please provide a hard copy proof for color matching

• **Send ad materials to:**

Drake Cooper  
attn: Kathryn LaMott  
416 S. 8th Street  
Boise, ID 83702  
klamott@drakecooper.com

Advertisers can request which sections their ads appear, however, specific page placement within a selected section is not guaranteed. All advertising material is subject to the approval of the publisher. Please see back of space order/contract for all terms and conditions.

